



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Business
Standard Level

EFFECTIVE BUSINESS COMMUNICATION

5162/01

Core Module

October 2013

2 hours plus 15 minutes' reading time

Additional Materials: Answer Booklet/Paper

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, glue or correction fluid.

Attempt **all** tasks.

Start each task on a new piece of paper.

Please leave a margin on the right and left hand side of each new page.

At the end of the examination, fasten all your work securely together, in the correct order.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **4** printed pages.



You must read the case study below and attempt ALL of the tasks which follow.

(This case study is fictitious.)

Progress Media

Progress Media is an IT company based in the UK. The company uses a traditional hierarchical organisational structure, headed by a Board of Directors. It is a public limited company and is quoted on the Stock Exchange. The company has grown significantly over the last 10 years and has offices in the UK, China and India. Progress Media employs over 4 000 staff. Its main area of work is in computing. Personal computers are built to the customers' own specification. The company also has divisions offering teleconferencing and video conferencing facilities as well as website design services. 5

The company uses its website to advertise its products and services. Orders can be placed through the website or by telephone. A dedicated customer service team is in place to answer any questions and give technical support. This team also carries out research and development interviews. 10

Due to the expansion of the World Wide Web, there has been increased demand for its services in website design. At the end of 1999 the UK office consisted of only four staff, including administrative support. There are now more than 700 staff working in website design, many of these are based in China and India. The Divisional Manager is Ajit Butt. He is currently based in India but spends time in the UK and China. 15

The Human Resources Divisional Manager, Adam Smith, has been checking the employees sickness levels in the Website Design Division. He is concerned that there have been a high number of absences over the last month. He has contacted Ajit Butt to discuss the possible introduction of medical interviews. He also wishes to improve the procedures for human resources interviews across the three divisions. 20

The Managing Director, Lien Chu, is based in the UK. She has called a Board of Directors meeting on Tuesday 12 November in China. Agenda items will include presentation of the 2012 accounts and projected finance figures for 2013. Board members are expected to arrive in China on the Monday if flying in from the UK or India. Accommodation will be booked for the Monday and Tuesday evening for all attendees. 25

The meeting will be held at the:
Holiday Inn Vista Shanghai
Address:
700 Chang Shou Road, 200060 Shanghai. 30

Lien Chu has become increasingly concerned about communication with all the company's stakeholders. She has already taken part in a video conference with Ajit Butt and Adam Smith to discuss sickness levels across the three divisions. There are also a number of working groups across the three divisions which have been set up to deal with particular short-term projects.

You are Lien Chu's personal assistant. 35

You must attempt ALL of the following tasks:

Where appropriate use information from the case study to support your answer.

- 1 Lien Chu is concerned about communication between the company and all its stakeholders.
- (a) Explain **four** methods of external communication, excluding the website, which would be most appropriate to contact customers. **[4 x 2 = 8]**
- (b) Explain **three** reasons why it is important to use two-way communications between Progress Media and its stakeholders. **[3 x 2 = 6]**
- (c) Identify **three** ways in which Lien Chu could evaluate the effectiveness of their communication process between the company and its stakeholders. **[3 x 2 = 6]**
- [Total: 20]**
- 2 Lien Chu has started to organise the Board of Directors meeting. She has given you a number of tasks to complete.
- (a) Write a letter to members of the Board requesting them to attend the meeting. Use the case study to assist with this letter and make up any other details required. Lien will need to know the number of Board members attending the meeting. **[12]**
- (b) The company offers video and teleconferencing facilities to its customers. Give **one** advantage and **one** disadvantage of **each** type of conference. **[4 x 2 = 8]**
- [Total: 20]**
- 3 All the arrangements have now been completed for the meeting.
- (a) Identify **six** elements of a successful meeting. **[6 x 1 = 6]**
- (b) Explain the following channels of communication the working groups could use to keep in touch and work with each other.
- (i) Formal channels **[4]**
- (ii) Informal channels **[4]**
- (iii) Virtual channels **[4]**
- (c) List **two** examples of formal groups. **[2 x 1 = 2]**
- [Total: 20]**

4 Ajit Butt has decided to review the Human Resources (HR) procedures across the company.

(a) Explain the following types of interview which HR will be involved in:

(i) Performance Appraisal Reviews [3]

(ii) Grievance Procedures [3]

(iii) Disciplinary Interviews [3]

(b) Lien Chu has decided that medical interviews will be introduced for all staff returning to work after sickness. List what is needed to plan for this type of interview. [7 x 1 = 1]

(c) List **four** purposes of research and development interviews. [4 x 1 = 4]

[Total: 20]

5 Lien Chu requires information regarding the employees sickness levels across the company. She is going to use this data for her next video conferencing meeting.

(a) Using the data below, prepare a bar chart showing staff and number of days absent last month. [8]

Marks will be awarded for presentation and accuracy.

Surname	Days Absent	Division
Smith	17	Website design
Achbouka	12	Website design
Wilson	10	Training
Harris	8	Computer Services
Jerromes	9	Customer Service
Woodward	6	Website design
Foster	7	Training
Biharioa	8	Administration

(b) Describe the following types of chart. Give **one** advantage and **one** disadvantage of using each type for presenting the data in task 5(a).

(i) A line graph [2 x 2 = 4]

(ii) A pie chart [2 x 2 = 4]

(iii) A table [2 x 2 = 4]

[Total: 20]

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